

### ABSTRACT OF INVENTION

A broadcast programming network device includes a tuner capable of being tuned to any one of multiple broadcast video programming reception channels. When tuned to a particular channel, the broadcast video programming scheduled for that channel and icon related data indicative of the availability of commerce related information are received. A processor is provided to process the received icon related data to direct a simultaneous display of an icon with the scheduled broadcast video programming. A display screen then displays the scheduled broadcast video programming and, in accordance with the directive, simultaneously displays the icon.